



Boosting the Nigerian Agricultural Sector through Financing, Processing, Capacity Building, Capital Equipment & Market Access

SCALING UP ON AGOA: An Exporter's Testimony

Shinka Jacobs
Meena Agro Oil Ltd

Lagos, Nigeria
June 10, 2009

EXPERIENCE

- Introduction to the West Africa Trade Hub staff (Vanessa Adams and Dr. Peter Lovett) in 2005 through the West African International Business Linkage Program of the Cooperate Council on African (CCA).
- Failure of first export due to production of bad quality through mechanical extraction.
- Working with a rural cooperative with Trade Hub technical assistance in Kebbi State, Niger State, Kwara State, etc.
- First successful export of good quality sheabutter produced by the rural cooperative
- Breakthrough to the American market after my first trade show participation in New Jersey.
- Train the trainers' workshop programs, organized by private and international NGOs.
- Assisting Research Institutes for randomly sampling shea leaves, across the shea producing locations in Nigeria.
- Reporting of our company's activities to the Economics Section of the US embassy in Abuja.
- Job creation for rural women/youth.

PREPARATION TO ENTER THE US MARKET

❖ Participation to all Trade Hub sponsored workshops and programs on sheanut and sheabutter, ranging from:

- ✓ Production of shea into a finished product,
- ✓ Packaging and labeling for export to the US market under AGOA
- ✓ Sheanut/Sheabutter quality @ quantity for the international market
- ✓ Tradeshow participation and export marketing

12/5/2009 15:35

CHALLENGES

- ☐ Lack of support from financial institutions.
- ☐ Poor price offer by international buyers.
- ☐ Lack of support from the Nigerian government institutions on export matters
- ☐ Inflation of price by smuggling from the neighboring countries
- ☐ Revitalizing Nigeria to help convince and relate well with the international buyers
- ☐ Lack of social amenities (machineries to ease the fatigue of the rural producers since production is labor intensive)
- ☐ Unstable price for shea products in the international market

TRADE SHOW PARTICIPATION

- ❖ With Trade Hub sponsorship, first exhibit of premium Nigerian sheabutter at the 2008 New York Society Cosmetic Chemist Day in New Jersey
 - ❖ Made 60 contacts of cosmetics formulators interested in our products
- ❖ Business trip to U.S. for three (3) months to follow up on contacts made at the tradeshow and to sell a container of sheabutter
- ❖ Meeting with an investor in the form of a franchise producing finished shea product in Nigeria and exporting to US
- ❖ Second exhibit at the 2009 New York Society Cosmetics Chemist Day in New Jersey, with Niger State officials as observers
- ❖ Meeting with the Consular General of Nigeria mission in New York

12/5/2009 20:05

EXPORTING

- ✓ Have been able to export several containers of sheabutter to an European buyer in London who sells to Cargill Inc. in Holland (producers of chocolate)
- ✓ Omololu International is our first U.S. buyer whom we have recently gone into a supply agreement for sheabutter
- ✓ Intends to export 5000mts of sheabutter to an European buyer

24.02 08:52

COMPLIMENTS

- Best of Lucks as you return to your destination.
- Meena Agro Oil Ltd
Plot 202, No 21 Mahatma Gandhi Street,
Off Shehu Shagari Way, Area 11 Garki, Abuja,
Nigeria.
- Shinkacen@yahoo.com
- +234 807 516 5441